

ABSTRACT OF THE DISCLOSURE

In a printing apparatus in which printing is performed by a printhead having a plurality of printing elements each driven by electrical energy,
5 wherein the number of printing elements driven at the same time is changed depending upon the print data, the timing at which the number of printing elements driven simultaneously increases by a large amount is detected by using M bits of drive data transferred
10 first in serially transferred N bits of drive data, and the electrical energy supplied to the printhead is increased before this timing.